

MM 99-25

Audio Services Div.  
FM  
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In the matter

**Before the  
Federal Communications Commission  
The Portals  
445 Twelfth Street S.W.  
Washington, DC 20554**

**(In the Matter of                      MM 99-25)  
(Creation of a                        RM-9208;)  
(Low Power Radio Service RM 9242)**

**Written Comments of *Mark Brestel***

I would like it known that I would support the move to allow Low Power Stations. With the current climate of radio stations and ownership thereof, there are too few owners for as many stations there is currently in existence. Even in the San Francisco Bay area we need more diversity, especially more access by the citizens to radio.

I personally have experienced the indifference to the input of or disagreement of content or change thereof. One of the Corporations that own at least 3 of the stations in my market shut down the most successful Country stations so they could move one of their other stations down to that frequency still keeping all of the frequencies. They later restarted another station in place of the one that moved and it is a different format still. All this is done with no regard to the public's phone calls or letters. I listen to many types of music.

When I contacted another radio station by phone and by mail, I got nowhere. I felt like I was talking to a tree, Big, indifferent, and unconcerned about public input. I can't believe the content of one of the stations morning shows. They have what is dubbed the "Morning Zoo Crew". Young kids and teens listen to this radio station. They promote Violence; it is no wonder that there is so much violence in our schools. Management/Ownership does not care because they control so much of the market, so who cares? Certainly my opinion and so many others do not because what choice do I have. Control of a market and money are all that matter to them. They control the market so they get the money almost automatically.

The only way to effect change is create a more competitive market. Low Power Stations will be community stations. They will care more about the community than these Mega-Watt stations that blanket the whole bay area. They present a new and fresh opportunity. Breaking the strangle hold of the Mega-Watt stations. This is the only way that the public will finally get a say or input or at the very least a platform to get their opinion out.

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These large Corporations don't want anything that would change or challenge the status quo. Truth is what audience they would lose is so small that they would barely notice. They could loose a little advertising dollar, but even that would be so small as well. If they were to loose more than a couple of percentage points of listener base so be it, they would actually have to become responsive to the public or maybe loose out a little more. This would not be a bad thing, contrary to what they would have you believe. In the bay area we might finally get more music variety.

Low Power Stations would offer more of a local flavor. They could and probably would discuss and deal with issues that are only prevalent to that community. Discussing issues that the Mega-Watt stations owners/managers would think are to trivial to be bothered with.

I am concerned with the consolidation of ownership in the radio industry. The bigger these corporations get, the fewer owners overall there are, the less responsiveness to the community they seem to get. They don't respond to the needs of the citizens they serve. Maybe that is what is wrong here. They have gotten so big that they do not serve and do not see that they are supposed to. Low Power Stations can fill this void and more. Believe me, it truly is a void.

These large and powerful Mega-Station Corporations contend that they would loose out is ridiculous. What it would do is create a two-tear system, Mega-Stations and Low Power Stations. Those that are advertising on those stations probably would not change because most of them are chain store, auto dealers and need to reach out to the entire bay area. What advertising dollar that is garnered by the Low Powered Stations would be smaller (mom & pop type) stores that could not afford or would not be targeting their potential customers by using the Mega-Station. Cause a little competition? Perhaps, but direct compitition, I think not.

Because of the limited service rangers that could be obtained by Low Power Stations, they can't compete with the Mega-Watt stations. They would have to develop a niche, which means local flavor. A community flavor. They would have to creative. It is time that the little guy, the member of a community once again has a voice. It is time that the little guy has a plat form from which to speak. It is time that the little guy has more choices. It is time to bring about a change and return to the color that was lost by the Mega-Watt buying/merger spree. I want more than a dozen stations on which 8 of them sound alike

And so do two of the four remaining. Allowing Low Power Stations is the right thing to do. It is long over due, it is right to bring Low Power Stations back to life.

Respectfully,